

**AMENDMENTS TO THE CLAIMS**

Claims 1, 3, and 4 are amended. Claims 2 and 5-8 are cancelled. Claims 9-21 have been added. Claims 1, 3-4, and 9-21 are currently pending. All currently pending claims are supported by the patent disclosure as filed on January 22, 2001.

1. (Currently Amended) A method of quantifying the value of a constituent population of an entity to the entity, the method comprising a set of steps embodied in computer code configured for execution by at least one processor having access to at least one memory, comprising:

A.-identifying a number of exchange elements which are offered to the constituent population by the entity;

B.-associating a cost to the entity with each of said exchange elements in the at least one memory;

C.-summing the exchange element cost to the entity for said constituent population to obtain a total exchange element cost, and storing the total exchange element cost;

D.-identifying a number of behaviors of said constituent population;

E.-associating a value with each of said behaviors in the at least one memory;

F.-summing the value of the behaviors associated with the constituent population to obtain a total behavior value, and storing the total behavior value; and

identifying a value exchange gap with at least one constituent by receiving an incremental valuation from at least one constituent that relates to at least one behavior;

receiving feedback from at least one constituent that reduces the value exchange gap for the constituent providing the received feedback by adding an exchange element between at least one constituent and the entity; and

G.-quantifying the value contributed to said entity by said constituent population by subtracting the total exchange element cost from the total behavior value.

2. (Cancelled).

3. (Currently Amended). The method of claim 1,2 further comprising adjusting

the exchange elements and tracking the value contributed to said entity over time.

4. (Currently Amended). A method of modeling behaviors of a constituent associated with an entity offering exchange elements, the method comprising a set of steps embodied in computer code configured for execution by at least one processor having access to at least one memory, the steps comprising:

A.-determining an experience of said constituent related to an exchange element offered by said entity and represented by data indicative of the exchange element;

B.-obtaining and storing mindset data indicative of a mindset of said constituent regarding said experience;

C.-associating one or more value exchange gaps with said mindset data, the one or more value exchange gaps representing a value difference between what is expected by the constituent and what is offered by the entity for the experience;

D.-determining a set of behaviors of said constituent which result from said experience and said mindset data, and storing data indicative of the set of behaviors in the at lease one memory; and

E.-linking the data indicative of the exchange elements to the data indicative of the set of behaviors of said constituent.

5. (Cancelled).

6. (Cancelled).

7. (Cancelled).

8. (Cancelled).

9. (New). The method of claim 4, further comprising adjusting the exchange elements and tracking the value contributed to said entity over time.

10. (New). A method for managing a relationship between an entity and a constituent, comprising:

storing a plurality of constituent categories;  
associating a constituent interface with at least one constituent category;

storing a plurality of exchange elements and a plurality of entity valuations,  
wherein each entity valuation is associated with least one exchange element;  
allowing a constituent interface to respond to a first proposal that includes a first  
exchange element that is associated with a first entity valuation;  
receiving feedback from the constituent interface;  
identifying a value exchange gap using said feedback;  
allowing the constituent interface to selectively display a subset of said plurality  
of exchange elements that does not include said first exchange element, and wherein  
said subset of exchange elements is influenced by said feedback and at least one said  
constituent category associated with said constituent interface; and  
receiving a exchange element selection made with said constituent interface,  
wherein the selected exchange element is a second exchange element;  
selectively modifying said first proposal with said second exchange element  
selection received from said constituent interface.

11. (New).      The method of claim 10, wherein the entity is an employer and the  
constituent is an employee.

12. (New).      The method of claim 10, wherein the entity is an organization and  
the constituent is a member.

13. (New).      The method of claim 10, wherein the entity is a seller and the  
constituent is a buyer.

14. (New).      The method of claim 10, wherein the entity is a buyer and the  
constituent is a seller.

15. (New).      The method of claim 10, wherein at least one exchange element is  
a behavior that is not the purchase of a good or service.

16. (New). The method of claim 10, wherein a plurality of exchange elements and a plurality of supplier valuations that are associated with those exchange elements are stored for a plurality of suppliers; and wherein the identified value exchange gap is reduced by modifying the first proposal to include an additional exchange element from a different entity.
17. (New). The method of claim 16, further comprising automatically modifying a supplier valuation relating to a first exchange element in response to the selection of a second exchange element by the constituent.
18. (New) The method of claim 10, wherein a hierarchy of constituent categories are stored, and wherein the constituent interface is associated with a first constituent category and a second constituent category, wherein said second constituent category is a subset of said first constituent category.
19. (New) The method of claim 10, wherein said modified proposal includes said first exchange element and said second exchange element, and wherein said first exchange element involves a different subgroup of said entity than the second exchange element.
20. (New) The method of claim 10, wherein each exchange element displayed on the constituent interface is associated with an entity valuation that is displayed in conjunction with the display of the exchange element.
21. (New) The method of claim 10, wherein at least one exchange element is a behavior performed over a predefined period of time.